WHAT IS CLAIMED IS:

1.   A method for creating a customer profile from customer information stored in at least one database, said customer information comprising at least one attribute, said method comprising:

        receiving as input said customer information;

        segmenting said customer information into at least one of a plurality of groups, said segmenting based upon a value for said at least one attribute;

        defining at least one of a plurality of profiles; wherein said at least one profile comprises at least one of said groups; and

        analyzing said customer information using said customer profile.

2.   The method of claim 1 wherein said segmenting further comprises:

        defining each group in said at least one of a plurality of groups;

        assigning said customers into said at least one of a plurality of groups based upon said value of said attribute for said customer; wherein said partitioning assigns each customer to at most one group.

3.   The method of claim 2 wherein said segmenting further comprises: specifying at least one of a plurality of expressions; said expressions evaluating to said value.

4.   The method of claim 3 wherein said expression further comprises a plurality of said attributes, said attributes combinable based upon at least one of a plurality of operators.

5.   The method of claim 4 wherein said at least one operator includes arithmetic operators and logical operators.

6.   The method of claim 3 wherein said segmenting further comprises: mapping the values produced by said at least one of a plurality of expressions to at least one of a plurality of segmentation code values.

7.   The method of claim 6 wherein said mapping further comprises: assigning numeric values to particular ones of said plurality of segmentation code values.

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1   8.   The method of claim 6 wherein said mapping further comprises:
2   assigning enumerative values to particular ones of said plurality of segmentation code
3   values.

1   9.   The method of claim 6 wherein said mapping further comprises:
2   mapping a range of expression values to said at least one segmentation code value.

1   10.   The method of claim 1 wherein said at least one attribute includes
2   age and income.